



# abode's HomeKit Launch: An Ongoing PR Initiative

## campaign highlights

In November 2019, abode announced HomeKit compatibility for their Iota all-in-one security solution. This advancement established abode as the first company with a HomeKit compatible DIY smart home security solution on the market, a highly sought-after accolade by competing companies. Prior to the launch, abode's account team at Caster shared the news and all launch materials under embargo with over 30 press who were actively covering Apple/iOS, technology, lifestyle, consumer electronics, and the smart home space. In the week following the launch, abode received 128 media placements and 37 unique stories from publications ranging from Apple Insider, Digital Trends, Engadget, GearBrain, The Verge, and more.

In February 2020, phase two of abode's HomeKit launch was put into effect when they announced that their Smart Security Kit had passed through HomeKit certification. This announcement fulfilled the promise of HomeKit compatibility to abode customers who had previously purchased and installed the Smart Security Kit in their home. With phase two complete, abode now offers the only two HomeKit compatible DIY smart home security systems available on the market. As a secondary step in the HomeKit plan, this particular launch was intended to be made on a smaller scale than the first announcement, but still strategic and purposeful, resulting in 26 unique stories from 9to5 Mac, Cult of Mac, Mac Rumors, The Ambient, and more.

The roadmap for this launch was tactically rolled out in stages to keep press engaged and interested in abode. This approach allowed Caster to capitalize on the success of the first launch and establish abode as a key player in the Apple/HomeKit ecosystem.

Stay tuned for part three of the HomeKit announcement, expected soon!

## client



a b o d e

Website:

<https://goabode.com/>

## services

PR + Media Relations  
Digital + Social  
Content Programs  
Consulting + Strategy

## the client



a b o d e

Founded in 2014 by former ADT executive Christopher Carney, abode was designed to be the most flexible and comprehensive all-in-one DIY smart security solution. With a vision of providing ease, simplicity and choice, abode combines a no-contract home security platform with comprehensive smart home functionality. Customers can choose on-demand short-term monitoring with no contract or commitment and abode offers out-of-the-box support for virtually any smart home device on the market including HomeKit, Nest, Amazon Echo, the Google Assistant, ZigBee and Z-Wave. This powerful platform is delivered in a simple user interface, giving customers an intuitive and easily customizable experience from setup to everyday use. Your home, your abode.

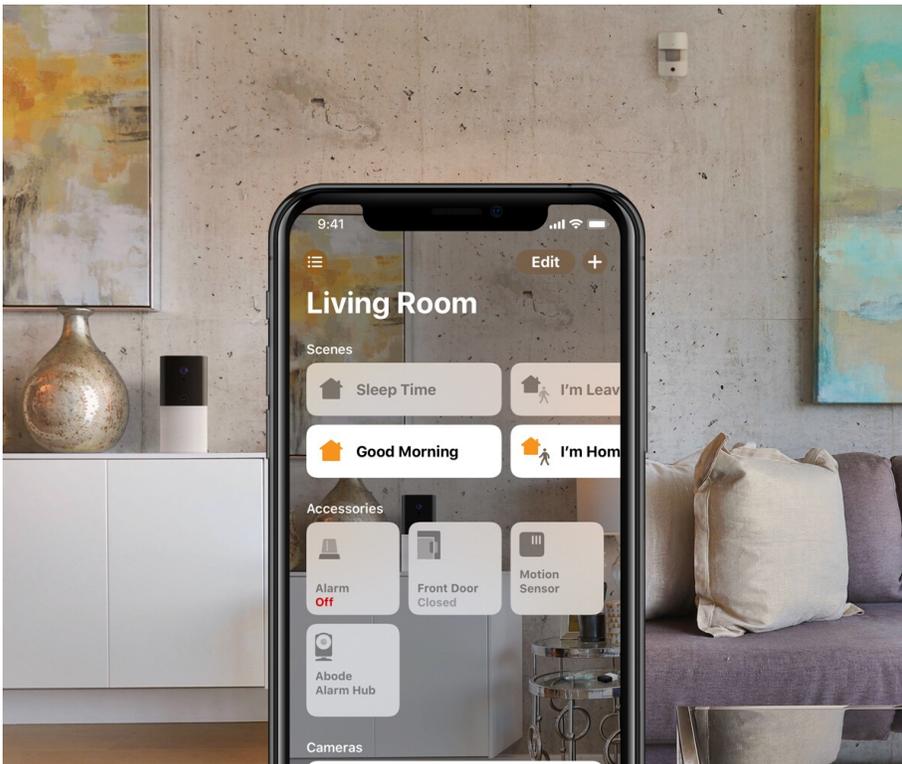
“abode's iota smart home security device is now compatible with Apple HomeKit. If you're an iOS user, that means you'll be able to control your iota through the Home app on your iPhone or iPad.”

- **Christine Fisher, Engadget**



## the challenge

While abode has worked hard to develop a name for themselves within the DIY smart home security space, prior to this announcement, no other company had been able to successfully achieve HomeKit certification. While other companies had previously made the claim that they'd be the first, abode led the way for receiving and announcing this great achievement. A rare opportunity, the challenging aspect of this launch came from the fact this would be the first-time abode was in front of the Apple press and for journalists covering that beat, this would be the first time they had heard about abode. This required the Caster team to do research and establish relationships with a whole new media market, and from there, get them interested in what abode was doing in order to ensure a successful launch.

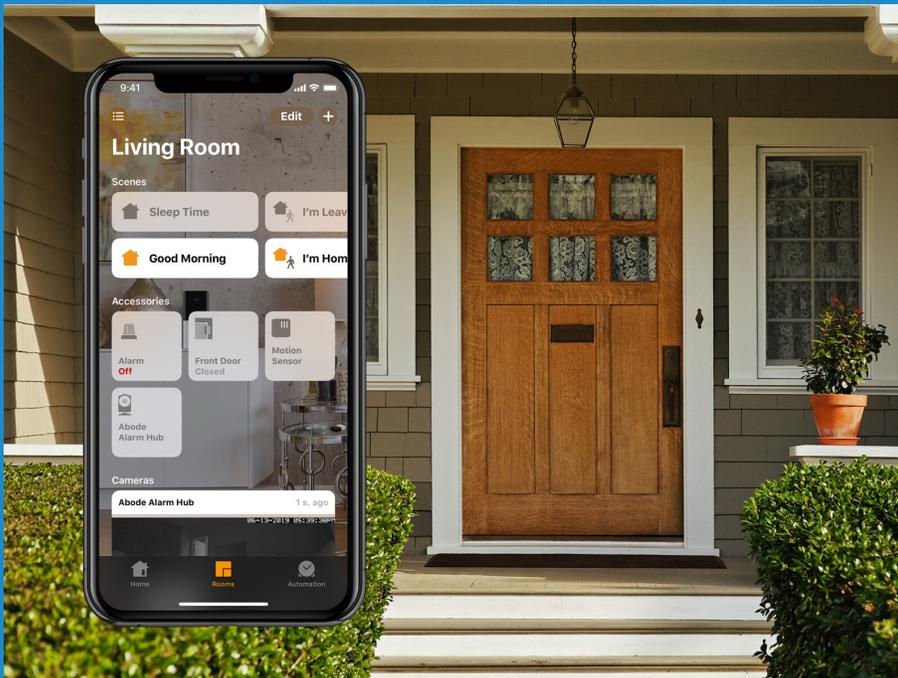


“As the first self-installed home security system with HomeKit support, the Iota can be armed or disarmed through the Home app. Any motion, door, or window sensors connected to the Iota will appear in the Home app, and it’s also possible to view a live stream from the Iota’s built-in camera without leaving the app.”

- Dan Seifert, The Verge

## the solution

Caster strategized on how to successfully launch the new product line in order to make the biggest splash possible. To prepare for such an opportunistic PR announcement, Caster developed and drafted a PR launch plan, product messaging, FAQs, press release, social media posts, and individual product sheets with easy to capture product highlights and specs. To bolster news coverage on launch day, Caster pre-pitched the news to specifically researched top tier press under embargo and heavily pitched key targets from the Consumer Tech, Apple-specific Tech, Lifestyle, Smart Home, Security, and Trade media once the news was out. In the days and weeks following the launch, Caster closely monitored which outlets covered the launch and in instances where target publications who received the news did not share the story, Caster researched and pitched alternate contacts to secure additional coverage.



“Abode was the first to launch HomeKit support for a DIY home security system last fall with the Iota Security Kit, its flagship offering. Now the company is bringing HomeKit to its entry-level model, the Smart Security Kit to give even more customers access to the convenience and security of Apple’s smart home platform.”

- Michael Potluck, 9to5Mac

# the results

Caster’s methodical strategy and pitching efforts led to a surge of news coverage, with over 150 media placements and over 60 unique stories (between phase one and phase two of the HomeKit announcement plan) from top Apple, tech, consumer, and smart home publications. The sudden spike in mentions of abode alongside published HomeKit stories also resulted in a significant amount of product review requests from the Apple media targets giving the abode team the chance to further develop new relationships with a segment of press they were previously unknown to.



128

Media placements for  
iota announcement

37

Unique stories for iota  
announcement

26

Unique stories for Smart  
Security Kit  
announcement

Learn more about other Caster projects at [www.castercomm.com](http://www.castercomm.com).